

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Express Mail No.: EL627426875US

In re Application of: SAKUMA et al.

FILING DATE: Herewith

### ART UNIT:

**TITLE: ADVERTISEMENT INFORMATION PROVIDING APPARATUS**

ATTORNEY DOCKET NO.:225-010566-11S (PAB)

Commissioner of Patents  
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Dear Sir:

Please amend the above-identified, enclosed patent application as follows:

## IN THE CLAIMS

Please amend Claims 5 and 7 as rewritten below:

5. An advertisement information providing apparatus according to Claim 1, wherein said merchandised product genre information transmitted by said mobile terminal apparatuses is received and registered in said database.

7. An advertisement information providing apparatus according to Claim 1, comprising:

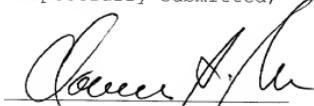
according to claim 11 comprising:  
a route navigation information generating part which receives said current position information transmitted from said mobile terminal apparatuses and creates route navigation information to indicate a route from a current position indicated by said current position information to said shop retrieved by said second searching part, and

a route navigation information sending part which sends said route navigation information to said mobile terminal apparatus.

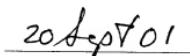
REMARKS

In accordance with 37 C.F.R. §1.121 (as amended on 11/7/2000) the rewritten claim(s) above are shown on separate page(s) marked up to show all the changes relative to the previous version of that section.

Respectfully submitted,



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DATE

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Application entitled: ADVERTISEMENT INFORMATION PROVIDING APPARATUS

MARKED UP CLAIM(S)

5. An advertisement information providing apparatus according to Claim 1-~~or-claim-4~~, wherein said merchandised product genre information transmitted by said mobile terminal apparatuses is received and registered in said database.

7. An advertisement information providing apparatus according to Claim 1-~~or-claim-6~~, comprising:  
a route navigation information generating part which receives said current position information transmitted from said mobile terminal apparatuses and creates route navigation information to indicate a route from a current position indicated by said current position information to said shop retrieved by said second searching part, and  
a route navigation information sending part which sends said route navigation information to said mobile terminal apparatus.